

DAFTAR PUSTAKA

- Aaker, David. (2015). *Aaker on Branding: 20 Prinsip Esensial Mengelola dan Mengembangkan Brand*. Jakarta: Gramedia.
- Anoraga, Pandji. (2009). *Manajemen Bisnis*. Jakarta: Rineka Cipta.
- Asnawi, Nur. (2017). *Pemasaran Syariah (Teori, Filosofi, dan Isu-Isu Kontemporer)*. Depok: PT Raja Grafindo Persada.
- Assauri, Sofyan. (2002). *Manajemen Pemasaran*. Jakarta : PT Raja Grafindo Persada.
- Baruah, T. D. 2012. Effectiveness of Social Media as a tool of communication and its potential for technology enabled connections: A micro-level study. *International Journal of Scientific and Research Publications*, 2(5), 1-10 (PDF) *Impact of social media marketing on brand equity*. Available from: https://www.researchgate.net/publication/331131858_Impact_of_social_media_marketing_on_brand_equity [accessed Mar 06 2022].
- Felly Liliyana Soenyoto. (2015). *The Impact of Brand Equity on Brand Preference and Purchase Intention in Indonesia's Bicycle Industry: A Case Study of Polygon. iBuss Management*. International Business Management Program, Petra Christian University Vol. 3, No. 2.
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro: Semarang.
- Gunelius, Susan. 2011. *30-Minute Social Media Marketing*. United States: McGraw-Hill Companies.
- Hendro. (2011). *Dasar-Dasar Kewirausahaan*. Jakarta: Erlangga.
- Imroatul Khasanah, (2018). *Analisis Pengaruh Persepsi Harga, Lokasi Pelanggan, Kualitas Produk dan Kualitas Pelayanan terhadap Keputusan Pembelian*, Vol 7 No 4, Semarang : Universitas Diponegoro.
- Indrawan, Rully. 2014. *Metodologi Penelitian Kualitatif, Kuantitatif dan Campuran*. Surabaya: Refika Aditama
- Juni Priansa, Donni. (2017). *Perilaku Konsumen (Dalam Persaingan Bisnis Kontemporer)*. Bandung: Alfabeta.
- Kaplan & Michael Haenlein, (2010). *User Of The World, Unite! The Challenges and Opportunities Of Social Media*, Business Horizons.
- Karamian, H., Nadoushan, M. A., & Nadoushan, A. A. 2015. Do Social Media Marketing Activities Increase Brand Equity? *International Journal of Economy, Management and Social Sciences*, 4(3), 362-365 (PDF) *Impact of social media marketing on brand equity*. Available from: https://www.researchgate.net/publication/331131858_Impact_of_social_media_marketing_on_brand_equity [accessed Mar 06 2022].
- Khosy Rizki, (2017). *Pengaruh Ekuitas Merek (Brand Equity) Terhadap Keputusan Pembelian Smartphone iPhone Pada Mahasiswa Fakultas Hukum Universitas Sumatera Utara*, Skripsi Universitas Sumatera Utara.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S. 2011. Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*: ELSEVIER, 54(3), 241-251 (PDF) *Impact of social media marketing on brand equity*. Available from: https://www.researchgate.net/publication/331131858_Impact_of_social

- media_marketing_on_brand_equity [accessed Mar 06 2022].
- Kim, A. J., & Ko, E. 2012. Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research: ELSEVIER*, 65, 1480-1486. (PDF) *Impact of social media marketing on brand equity*. Available from: https://www.researchgate.net/publication/331131858_Impact_of_social_media_marketing_on_brand_equity [accessed Mar 06 2022].
- Koeswara, Sonny. (1995). *Pemasaran Industri*. Jakarta: Djambatan.
- Kotler, P., dan Keller, L. (2006). *Manajemen Pemasaran*. Edisi Dua Belas, Jilid 1. Jakarta: PT Indeks.
- Lamb, Charles W., Hair, Joseph F., dan McDaniel. (2001). *Pemasaran Buku I*. Jakarta: Salemba Empat.
- Mangold, W. G., & Faulstich, D. J. 2009. Social media: The new hybrid element of the promotion mix. *Business Horizons: Elsevier*, 52, 357-365
- Marco Dirgahadi Lukman, (2014) *Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian dan Kepuasan Konsumen Produk Teh Botol Sosro Kemasan Kotak*, Magister Manajemen, Program Pasca Sarjana, Universitas Katolik Parahyangan
- Mela Hardika (2016) *Pengaruh brand equity (ekuitas merek) Android Samsung terhadap minat membeli pada mahasiswa Fakultas Psikologi Universitas Islam Negeri Malang*. Undergraduate thesis, Universitas Islam Negeri Maulana Malik Ibrahim.
- Miller, K. D., Fabian, F., & Lin, S.-J. 2009. Strategies for online communities. *Strategic Management Journal*, 30(3), 305-322
- Mustika Marnah, (2018). *Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mobil Toyota Avanza Pada Pt. Hadji Kalla Cabang Urip Sumoharjo Makassar*, Skripsi Universitas Muhammadiyah Makassar
- Neti, Sisira. (2011). *Social media and its role in marketing*. *International Journal of Enterprise Computing and Business Systems*, Vol 1, No. 2
- Neolaka, (2014), *hubungan kemampuan kepala sekolah dan disiplin kerja guru dengan kinerja guru di sekolah yayasan mahanaim kecamatan rawalumbu kota Bekasi*.
- Nugraha Agung, Agung (2014) *Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mie Instan (Studi Kasus Pada Mie Sedaap)*. S1 thesis, Fakultas Ekonomi, Univ. Negeri Yogyakarta.
- Nur Indah Rahmawati Maulanim. (2018) *Pengaruh Brand Equity Terhadap Keputusan pembelian Konsumen (Studi Kasus Pada Outlet Elzatta Purwokerto)*, Program Studi Ekonomi Syariah fakultas Ekonomi Dan Bisnis Islam institut Agama Islam Negeri purwokerto
- Priyatno, Duwi. (2014). *SPSS 22 Pengolahan Data Terpraktis*. Yogyakarta: CV. Andi Offset.
- Rognerud. (2008). *social media marketing beginner's guide*. Social Media Marketing Beginner's Guide.
- Rosen, J. 2006, June 27. The People Formerly Known as the Audience. Retrieved from PRESSthink: http://archive.pressthink.org/2006/06/27/ppl_frmr.html
- Santosa, (2018), *Metode Penelitian Kuantitatif : Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS*, Yogyakarta
- Sekaran, Uma dan Bougie, Roger. 2016. *Research Methods For Business: A Skill*

- Building Approach*, 7th Edition. New Jersey: Wiley
- Sterne, Graeme. D. (2010). *Media perceptions of public relations in New Zealand*. *Journal of Communication Management*, 14(1)
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sujarweni, V. Wiratna. (2016). *Pengantar Akuntansi*. Yogyakarta: Pustaka Baru Press.
- Supardi. (2015). *Penilaian Autentik*. Jakarta: Raja Grafindo Persada
- Susanto, dan Wijarnako. (2004). *Power Branding*. Jakarta: Quantum Bisnis & Manajemen.
- Taprial, Varinder dan Priya Kanwar. (2012). *Understanding Social Media*. Varinder Taprial, Priya Kanwar & Ventus Publishing.
- Tito Agatha Priyandoko, (2012) *Analisis Ekuitas Merek Dan Indeks Kepuasan Pelanggan Operator Seluler Indosat (Studi Kasus di Fakultas Sains dan Teknologi Universitas Airlangga Surabaya)*. Skripsi thesis, Universitas Airlangga
- Tresna, L., & Wijaya, J. C. 2015. The Impact of Social Media Towards Brand Equity: An Empirical Study of Mall X.iBuss Management, 3(2), 37-48
- Winardi. (2005). *Entrepreneur dan Entrepreneurship*. Jakarta: Prenada Media.
- Zimmerman, Jan & Sahlin, Doug. (2010). *Social Media Marketing All-In-One For Dummies*. Canada: Wiley Publishing, Inc.